



PRSA Strategic Plan

2011–2013

Vision

PRSA envisions a public relations profession in which:

- The role of public relations is broadly understood and valued as essential in contributing to the accomplishments of every organization's strategic objectives.
- Every professional follows the principles embodied in the PRSA Code of Ethics.
- Every professional understands and promotes the value of a diverse profession.

Mission

The PRSA mission is to:

- Advocate for the profession and the professional.
- Support members at all stages of their careers.
- Provide public relations professionals with the resources and tools they need to achieve professional excellence.
- Advance the ability of public relations professionals to contribute to the success of the organizations they represent and the public relations profession at large.
- Facilitate communities where members engage, connect and build relationships.
- Drive thought leadership in the profession through research and scholarship.

Strategic Pillars: 2011–2013

The PRSA strategic goals are built around the following primary initiatives:

- **A**dvocacy
- The **B**usiness Case for Public Relations™
- **C**ommunities
- **D**iversity
- **E**ducation
- **E**thics
- **E**xcellence in Society Management

PRSA GOALS AND OBJECTIVES 2011

Advocacy

Goal

To realize PRSA's vision for the profession by (a) increasing understanding of the role and value of public relations, (b) identifying and providing guidance on current ethical issues concerning the practice of public relations, and (c) championing the importance of a diverse profession.

Objectives

- To respond quickly to breaking issues and proactively advance PRSA's Advocacy goals through the creation and implementation of an Advocacy Advisory Board (AAB).
- To educate the media, business and organizational leaders, government, nonprofit communities, other influencers and the public about the value the public relations profession delivers to organizations and society.

The Business Case for Public Relations™

Goal

To drive recognition and growth of the public relations field by helping professionals educate key audiences about public relations' roles and outcomes, thereby demonstrating the strategic value of public relations and enhancing its reputation.

Objectives

- To continue the development of research and practical tools.
- To reach out to the media, increase awareness and encourage support for The Business Case for Public Relations™.
- To demonstrate how the public relations profession has contributed to the public good.
- To continue to raise awareness of the importance of measuring the value of public relations.

Communities

Goal

To facilitate the creation of virtual and face-to-face communities where members engage, connect and build relationships to learn, teach, share and mentor in order to support their careers and enrich their professional and personal lives.

Objectives

- To support PRSA Chapters, Districts and Sections with resources and tools.
- To recognize professional excellence through the Silver Anvils and other PRSA awards that celebrate both individuals and organizations in the public relations profession.
- To strengthen PRSA's connection to professionals at different career stages, especially students, young professionals and experienced professionals.
- To provide an efficient, yet rewarding community for members interested in the practice of international public relations, and with respect to international issues that affect U.S. practitioners.

Diversity

Goal

To champion diversity of thought, cultures, disciplines, ideals, gender and age among PRSA members and leaders.

Objectives

- To encourage more ethnically and culturally diverse individuals to pursue a career in public relations.
- To increase diversity within the ranks of PRSA members and leaders.
- To educate and inform members about the benefits of a diverse profession through the creation and dissemination of resources and learning opportunities.
- To develop and promote a program matching ethnically and culturally diverse protégés with mentors.

Education

Goal

To deliver exceptional, relevant lifelong learning opportunities.

Objectives

- To respond to the market for educational opportunities by delivering relevant programming through flexible multiple channels with competitive pricing options.
- To develop, support and champion programs that allow professionals to have their knowledge recognized, such as certification programs, the Accreditation in Public Relations (APR) program, and extensions of the APR program, such as APR+M.
- To advance the quality of public relations education by integrating practical and professional guidance into the curriculum and in PRSSA, as well as business and management principles.
- To provide strong programming in public relations specializations (e.g., crisis communications, public affairs, internal communications, reputation management) and industry-specific public relations (e.g., healthcare, travel and tourism, sports).
- To seek, guide and publish thought leadership concerning public relations that extends beyond the profession.
- To further connect academic and professional interests to advance the profession, specifically for practitioners, educators, and PRSSA members.

Ethics

Goal

To uphold and elevate the PRSA Code of Ethics as the professional standard reflecting core values and principles that define the profession and guide the practice.

Objectives

- To comment through different vehicles on current issues having ethical implications for the profession.
- To continue the development of resources that provide guidance to professionals, including Professional Standards Advisories, topical analyses and case studies.

Excellence in Society Management

Goal

To persevere as a best-in-class member organization where PRSA leadership, members and staff collaborate for success.

Objectives

- To embrace technological innovation in a methodical and efficient manner that supports PRSA's strategic goals.
- To maintain a knowledge-based culture, including a commitment to the use of feedback tested through research and analysis.
- To foster a customer service and data-driven culture, with this strategic plan being closely tied to the Society's operational plan.
- To maintain or enhance PRSA's fiscal strength.
- To build organizational strength through the continued growth of the Society's membership base.
- To seek, identify and establish strategic partnerships with allied organizations.
- To encourage and support robust volunteer leadership.
- To develop and implement a strategic "outward focused" research program centered on the profession.